

Best Education Practices (BEPs) for Water Outreach Professionals
Defining BEPs, Refining New Resources and Recommending Future Actions

POSTER PRESENTATION

Presenter(s): Ron Struss, University of Minnesota Extension Service

Title: *Minnesota Water-Let's Keep It Clean; a Twin Cities Stormwater Education Collaboration*

Abstract: Over 150 Minnesota cities are required to implement Stormwater Pollution Prevention Plans. Each plan requires a strong educational component, with target audiences and educational goals identified for each six Minimum Control Measures.

Metro WaterShed Partners, a collaboration of water resource educators in the Twin Cities, saw an opportunity to assist cities in delivering quality stormwater education and established "Minnesota Water – Let's Keep it Clean", a program that does three things: 1) Collaborate with putting clean water messages in mass media, something out of financial reach for individual cities, 2) Make ready-to-adapt stormwater educational materials available to cities and neighborhood organizations, and 3) Achieve a consistency of message across the Twin Cities Metro. A regional communication/marketing firm, Periscope, has been contracted for placing messages in the media and website design.

By June 2004, the program will have completed a spring and fall mass media campaign, and established a resource laden educational website at www.cleanwatermn.org. Current \$110,000 funding is from state and regional governmental grants. Continuation funding is sought from subscriptions from cities, corporate sponsorship and grants.

During a case study presentation, the following will be addressed:

- Formation of collaboration, development of messages, delivery strategy.
- Fall and Spring mass media campaigns, messages and impacts (website data).
- Creation and content of website based educational resource for cities, et. al.
- Program continuation funding, success of subscription funding.

Target Audience(s): Agency Partners (city staff)
Households
Neighborhood Organizations

Educational Purpose: Information; Capacity Building

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